

World Forum in Lille

November 15, 2012

Grameen Yukiguni Maitake Ltd.
CO-CEO Yukoh Satake
Mung Bean Sprout Project

Subject

- 1 How did we establish GYM?
(history)**
- 2 Project Plan and Contents**
- 3 How does GYM realize
Yunus Social Business
through this project?**

What is Moyashi Sprout ?



Why GYM was born ?

Three encounters

to establish Grameen Yukiguni Maitake
(GYM)

Why GYM was born ?



Profile YMC

Yukiguni Maitake

(Second Section of the Tokyo Stock Exchange)

Sales

250 million EUR (2012.3)

Production

Sprout

15 Thousand ton (2012.3)

Mushroom

50 Thousand ton (2012.3)



Why GYM was born ?



Why GYM was born ?



Why GYM was born ?

Established

Joint

venture company

Why GYM was born ?



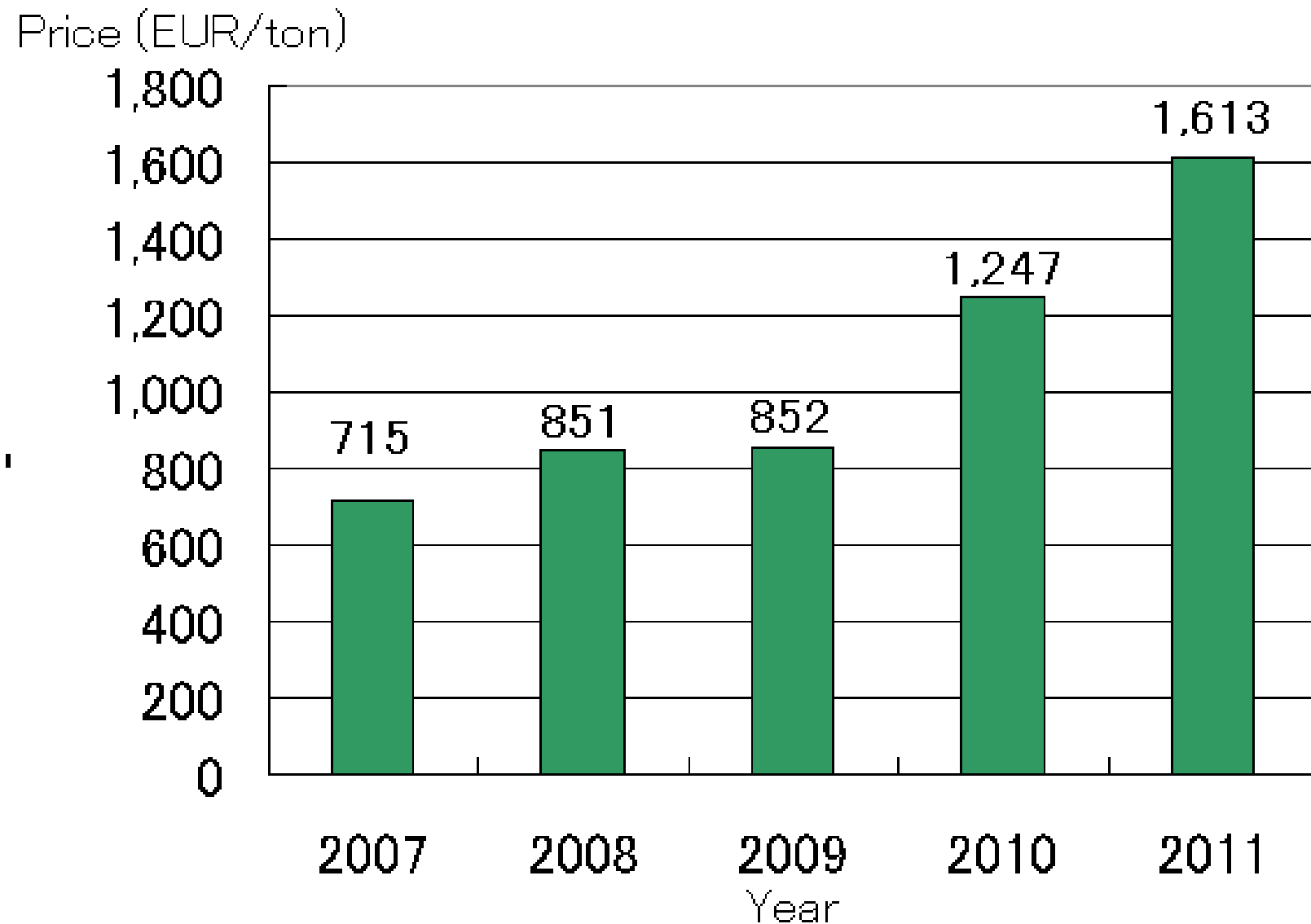
Sprout market in Japan

1 Market Sales in Japan
600 million EUR

2 Import amount 60,000t
ratio China 90%
Myanmar 10%

3 Price Trend

Sprout market in Japan



Win-win Benefits for Japan

Mungbean

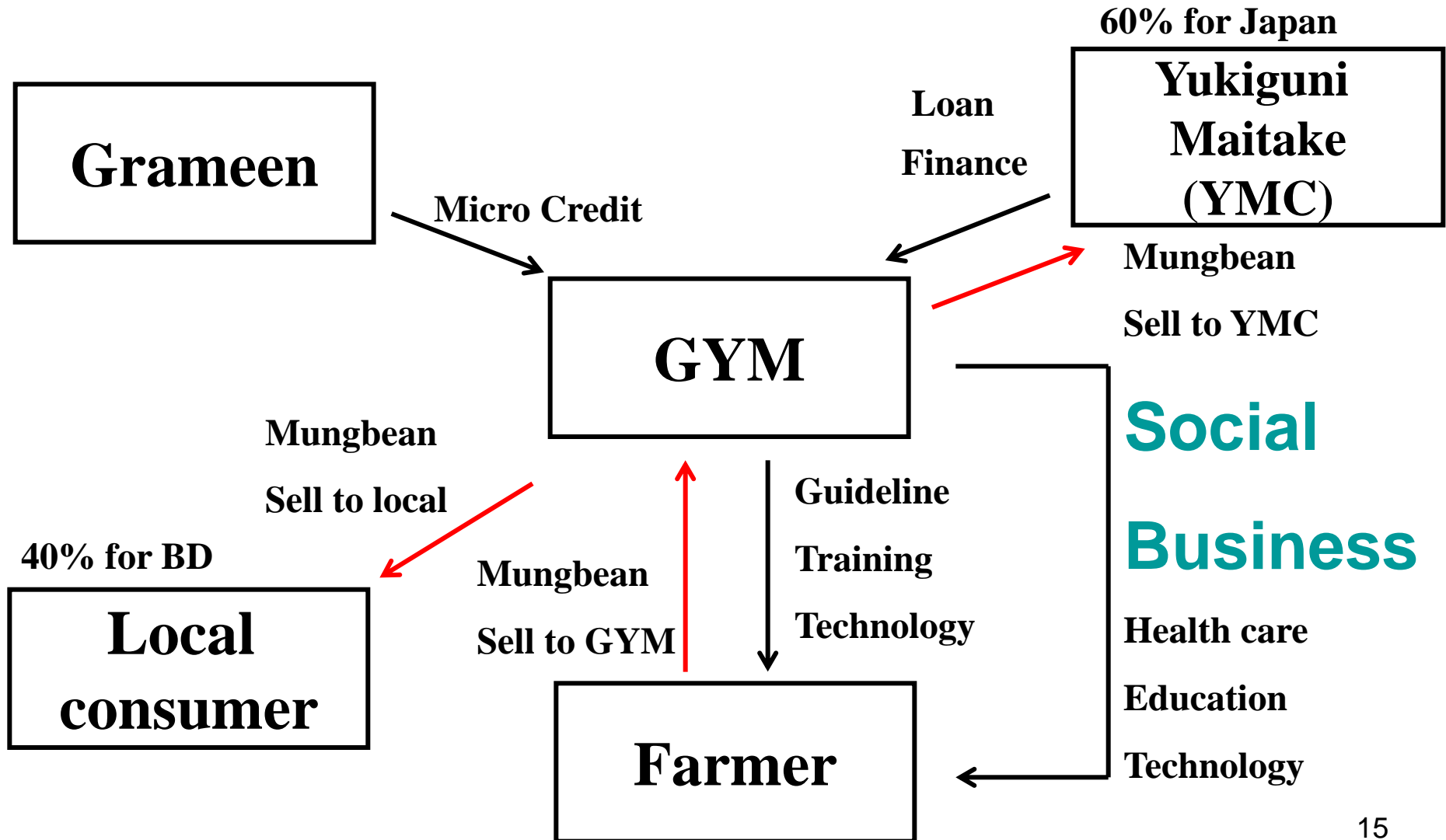


- 1 Sustainable supply for Japan
- 2 Avoid the Price Risk to rise
- 3 Supply safe and reliable bean by using YMC check-system for pesticide like that

Benefits for Bangladesh

- 1 Job Creation at Rural area**
- 2 Supply Low-priced mungbean for the local people**
- 3 Introduce the high tech know-how from Japan**

GYM Social Business Model



GYM creates job opportunity

**Create
Three kinds of job**

GYM creates jobs



GYM creates jobs



GYM creates jobs



Farmer Interview

Ishwardi District (West Area) Farmer Mr. Shahidul



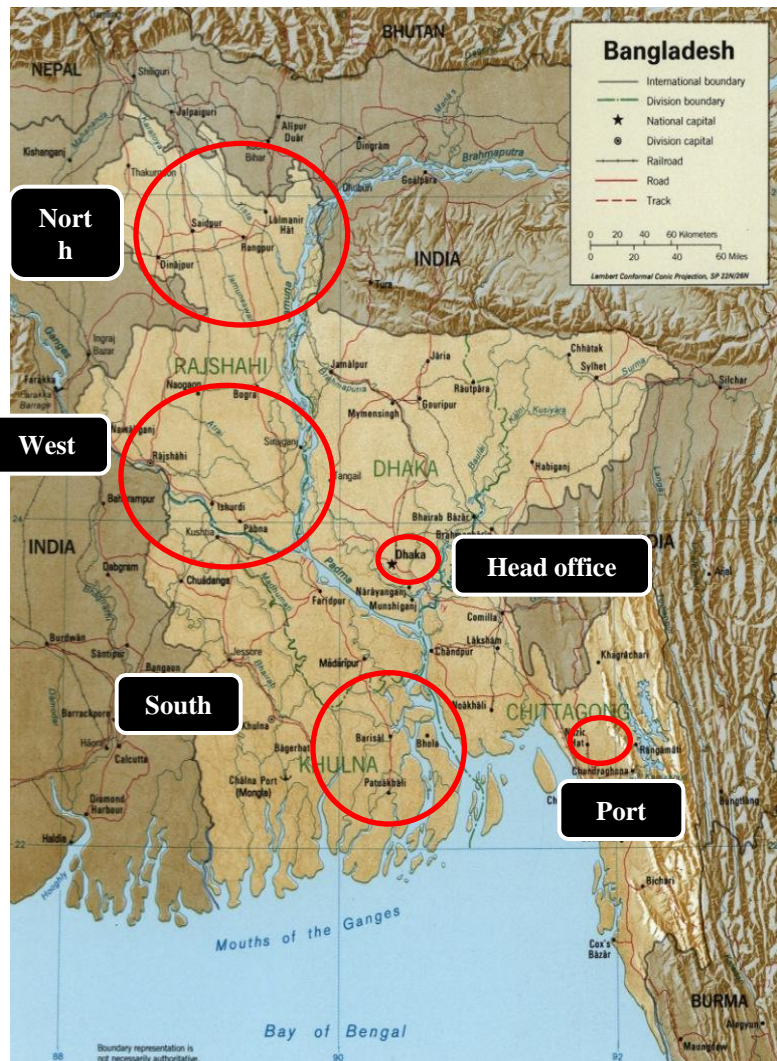
	2011	2012
Harvest ※ 1bigha=0.2ha	160kg/bigha	320kg/bigha
Sales Price	43BDT/kg	60BDT/kg

In 2012

Invest 23,250BDT	→	Income 48,000BDT
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※BDT:Currency Unit in Bangladesh 1 EUR=105.6BDT (Oct.25, 2012)

GYM Area & Target



District	Number of Farmers	Area (ha)	Amount of Harvest (t)
North	4699	1188	366
West	2074	647	841
South	737	449	210
Total	7510	2284	1417

Using ICT system



GYM (Dhaka)
PC & Browser



YMC (Tokyo)
PC & Browser



IFMS System
Server (App, DB, SIP, IVR, SMS GW),
GSM GW






Field Office
(Rangpur / Ishwardi)
PC & Browser



Farmer
(Field / Farm)
Mobile Phone

Using ICT system

Grameen Yukiguni Maitake Ltd. (GYM)English ▾




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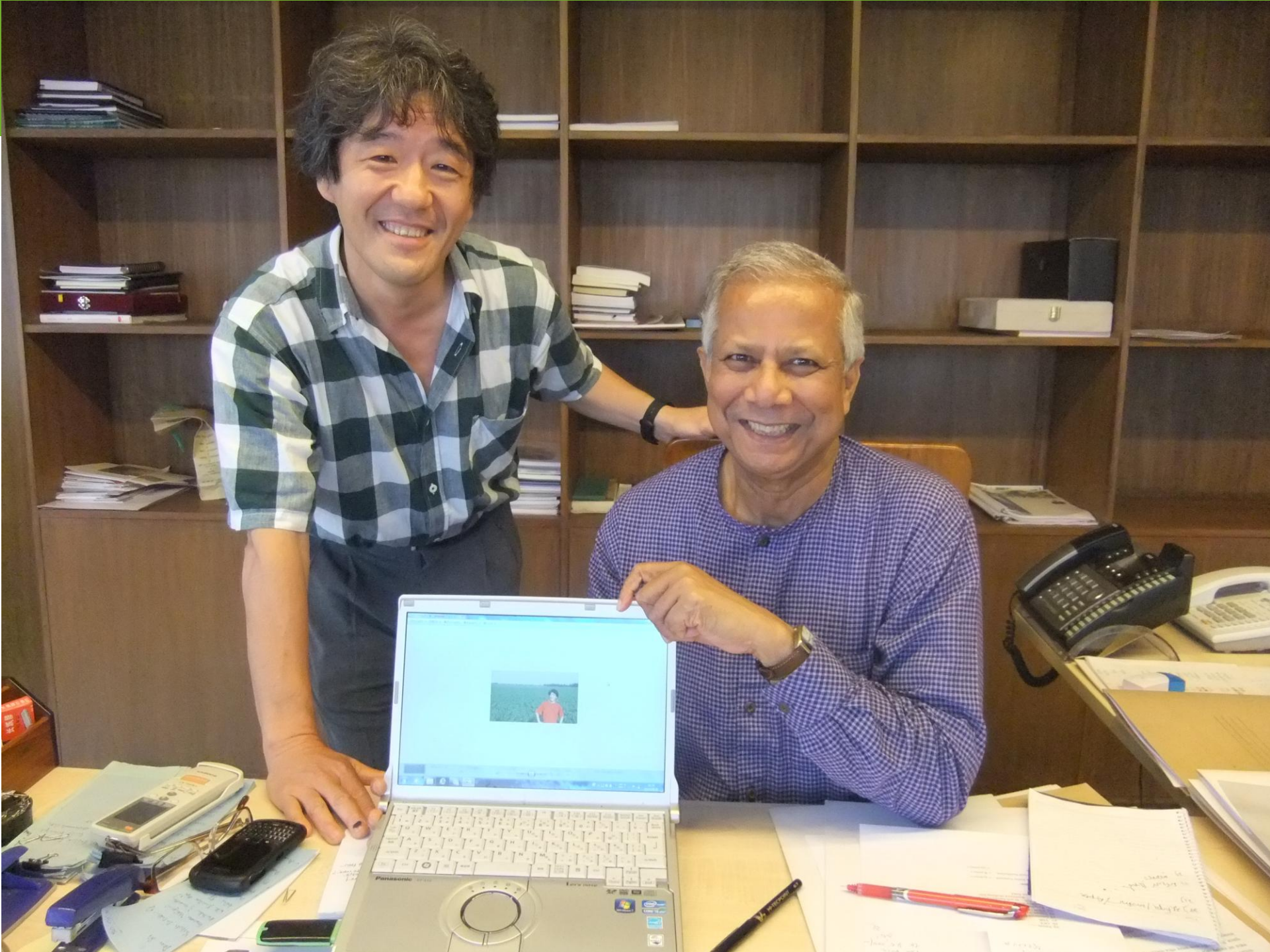
ID: E01	Name: Laily Begom	Age: 43
Address: Pump House, North Rangpur, Matlob, Chandpur		
ID: E02	Name: Taz Uddin	Age: 30
Address: South Eklaspur, matlab, Chandpur		
ID: E03	Name: Rozia Begom	Age: 55
Address: Sarder Bari, Rangpur, Matlab, Chandpur		

Photo:



Father's Name or Spouse's Name:	Mukter Sarder
Phone:	+8801911738850
Family Members:	5
Annual Income:	BDT840
Earning Member:	1
Total Land Area:	22 Decimal
Currently Occupied Land:	10 Decimal
Farming Land:	12 Decimal
Land for Semi Organic Farming:	2.5 Decima
Previous Experience in Semi Organic Farming:	N

ID: E04	Name: Md. Harun-Ar-Rashid	Age: 34
Address: Eklaspur, Matlab, Chandpur		
ID: E05	Name: Monjur Dhali	Age: 42
Address: Eklaspur, Matlab, Chandpur		
ID: E06	Name: Wadud Neta	Age: 16
Address: Eklaspur, Matlab, Chandpur		



Tsunami Damage

Tohoku-Pacific Ocean Earthquake (March 11, 2011)



**Thank you for
Your Attention**

**GYM CO-CEO
Yukoh Satake**